



SUMMARY OF INFORMATION

ScaleUp Fund (Range: \$75,000 - \$250,000)

What is the outcome we're looking for from ScaleUp Funding?

To assist existing Aotearoa New Zealand-based developers with demonstrated track records expand their business and attempt ambitious commercial projects. This will involve employing more staff and utilising more services from the local sector than the developer would otherwise have resources for.

Who might you be?

You are a member of an experienced Aotearoa New Zealand-based team (although you may have remote members). You have shipped several titles before and have quantifiable industry experience and significant commercial relationships. Perhaps you have already seen some commercial success and need assistance taking your studio and business to the next phase of your progression. You will likely need to employ additional staff, contractors and services to take on a new project.

What are we not looking for?

Teams without demonstrated industry experience or lacking in quantifiable commercial success. Art projects in any form or solo developers not seeking to permanently expand their team.

Please read this document in conjunction with the **CODE Funding Terms and Conditions**.

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APPLICATION INFORMATION



What kinds of projects can I apply for?

- Games intended for public release with global audiences
- Serious & health-related games
- Educational games
- Narrative and non-narrative format games
- Free-to-play and premium games
- VR, AR, mobile, tablet, console, installation, PC and multi-platform games

What kinds of projects and items can I not apply for?

- Gambling games
- Production funds for pornographic content
- Games for purely advertising purposes
- Commissioned product
- Games for internal training, or corporate services
- The purchase of rights

How will my application be processed and assessed?

Each ScaleUp application will be individually consulted on by CODE's senior team members and assessed outside of any round-by-round basis. The application process for ScaleUp requires the highest level of rigour and will draw on industry experts from around the region to assess the project. CODE assessment panels are always drawn externally and CODE executive staff do not influence the decision process in any way. Please contact CODE directly - funding@nz-code.nz, if you wish to proceed.

What will my application be assessed on?

Concept Appeal & General Objectives

- The economic, cultural and creative benefits of the product to Aotearoa New Zealand;
- The demonstrated track record of the applicant(s) and principal(s), including previous commercial successes and technical achievements;
- The innovation, quality, originality and creative ambition of the product(s);
- The quality and rigour of all supporting materials;
- Commercial relationships in play, including marketing, platform, distribution and publisher agreements;
- Interest and capacity to employ professional and recent graduates from the Aotearoa New Zealand development community.

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Key Aspects

Creative Merit

- Quality, innovation, creativity and vision of the product; (including but not limited to Art & Animation, Game & Narrative Design, Sound Design, Technology, UX, or Programming) evidenced by games design documentation as detailed and/or gameplay demonstration;
- The distinctiveness of the product within the game's genre and its ability to find its audience. For Scale Up, CODE expects the product to provide new, well-defined experiences for its audiences.

Audience

- Demonstrated and realistic understanding of proposed audience of the product and/or market potential of the product. At this level CODE expects significant market research to have been completed and demonstrated in the application;
- Understanding and definition of the proposed pathways to audience;
- Indication of potential end user, target audience, marketplace interest from bona fide investors.

Market

- A go-to-market plan demonstrating the potential of the product;
- Market interest such as publishing interest or letter of intent from platform holders will be highly regarded for Scale Up and considerable explanation (and track record) on distribution plans will be required if the developer is intending on self-publishing without commercial agreements in play.

Diversity and Inclusion

- Do elements of the product, story and/or team reflect gender equality and diversity of experience? (Includes sexuality, gender diversity, disability, ethnicity etc.);
- Does the product demonstrate respect for Māori or Pacifica culture and heritage, including recognition of cultural and intellectual property rights, maintenance of cultural integrity and respect for cultural beliefs including appropriate permissions in place for the use of cultural materials?;
- Product addresses accessibility measures for example - configurable controls, variable difficulty levels, alternative sound settings, high visibility graphics, accessible menus and text displays, colour contrast and brightness. <http://gameaccessibilityguidelines.com>

Business, Finance, Budget and Schedules

- Budget commensurate with the skills and capacity of game team /developers within proposal;
- Clarity in the schedule including budget;
- Clearly articulated development milestones for the stage which funding is requested;
- Experience and capability of team to deliver product including CV's of Key Creatives;

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Key Aspects

Business, Finance, Budget and Schedules *continued*

- Planning, timing and scope of the product;
- Project viability – the appeal and reach of the release plan;
- ScaleUp projects must be matched with at least 1:1 expenditure in actual dollars with any combination of the applicant's own capital, publisher advances, or investor monies. Successful crowdfunding campaigns will be considered as investment, however proposed crowdfunding or capital raising is only hypothetically successful, so will not be considered as part of the project funds.

All applications must include:

- A complete Application Form;
- A detailed project proposal, including:
 - A Game Design Document of the Project's content that clearly demonstrates that the project is ready for either prototyping or further production. (Note: This is a "pitch doc" version of a GDD);
 - A Developer's Statement outlining the objectives and creative vision of the Project;
 - A Functionality and/or interactivity overview, including details on how the gameplay unfolds across the specified platform/s and the user-experience;
 - Any relevant scripts;
 - An Art section, including treatment, concept art, any screenshots etc.;
 - A production schedule, with appropriate milestones and/or delivery dates. Larger projects will be expected to show contingencies;
 - Wireframes if available or relevant;

Note: For Scaleup, CODE expects to see a demo having been produced.

- Marketing overview, including:
 - A detailed marketing plan;
 - Details of the target audience and audience segmentation;
 - Strategies for obtaining intended audience reach;
 - Any intended use of publishing or distribution agreements, PR, localisation and social media strategy.
- Finance Plan, including:
 - A full budget to completion of the release and post-release content and patches that also includes the Aotearoa New Zealand expenditure;
 - A detailed explanation of sources of capital, including written verification from an accountant and statements from all investors, including publishers regarding their investments;

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All applications must include:

- Finance Plan, *continued*:
 - Note: Whilst sweat equity or “in kind” labour valuations can be included for the purposes of detailing past effort, for ScaleUp, CODE expects employees/contractors to be paid in real dollars;
 - Full CVs of the Key Creatives, including background, previous shipped titles etc.

Persons and Entities

- CODE Funding Programmes are explicitly limited to Aotearoa New Zealand-based ventures. For ScaleUp, only Aotearoa New Zealand-based companies or companies willing to relocate or establish a permanent presence in Aotearoa New Zealand will be considered.
- CODE’s focus is on economic development of video game developers in Aotearoa New Zealand, and a common-sense check will apply.
- Project teams are explicitly encouraged to address issues of diversity and representation in our game development industry.
- CODE Funding Programmes are generally not available to students. No team or entity consisting entirely of undergraduate students may apply for funding.

Location of workers or origin of contracted services

- It is a CODE expectation that 80% of the grant monies will be spent in Aotearoa New Zealand.
- Labour and services may be contracted outside of Aotearoa New Zealand, on the proviso that this does not take the overall grant expenditure outside NZ over the 20% limit. If labour is sourced outside the area, preference will be shown to NZ sourced support over international services.
- However, we realise with the distributed nature of teams in the current environment and multi-disciplinary nature of the video game industry, limited flexibility may occasionally be necessary. Negotiation on this point will take place at the sole discretion of CODE.

Projects

- Funding is for digital, interactive game projects with commercial outcomes in mind.
- Developers of serious or educational games are encouraged to apply, however applications for such projects must demonstrate potential for commercialisation to be considered for funding.
- Projects must be primarily digital in nature. Certain hybrid projects may be considered if digital interactivity forms the core of the product’s essential nature in an innovative way.
- Applications are expected to consider accessibility for all audiences. Consider using <http://gameaccessibilityguidelines.com> for guidance.

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Spending

As a general rule, CODE Funding Programme funds can be spent on the majority of expenditure related to a project including:

- Production costs: Payment to staff working on the project, whether full-time, part-time or contracted, with the proviso noted above about the location of these workers.
- Additional mentorship or expert production consultancy, this being over and above the wraparound mentorship that may be provided by CODE for certain funding categories (StartUp and Scale Up). This need not be locally sourced, though should be if possible.
- Subscription-based software licenses required for the development of the project over the lifetime of the funding.
- Assets purchased from a third-party for the project that are available commercially on the open market, not commissioned specifically for the project, unless built in NZ.
- Marketing costs, from strategy to execution - this might include strategic counsel, marketing agency fees, social media costs, community management, media outreach, advertising and so on.
- Legal, accounting and other necessary professional fees: Any costs associated with professional services necessary to the running of the business and protecting its intellectual property. This does not include premises costs such as cleaning or reception services. It is expected that all successful applications will require appropriate levels of insurance coverage to proceed.
- Business development costs: Assistance with the construction of pitch decks, publisher meetings and business development strategies in general.

Prohibited spending:

- Capital equipment not directly related to project delivery: office furniture, vehicle costs etc.;
- Overheads: rent, utilities, cleaning, shared facilities;
- Any non-project-related costs.